



City of Santa Barbara

SIGN COMMITTEE (SC) SUBMITTAL PACKET

ATTACHMENTS INCLUDED IN THIS PACKET:

- ☐ Sign Review Process
- ☐ Sign Review Process Flow Chart
- ☐ Sign Application Submittal Checklist
- ☐ Sign Application Project Statistics – **(REQUIRED)**
- ☐ El Pueblo Viejo District Design Conformance Questionnaire **(REQUIRED – EPV ONLY)**
- ☐ Explanation of Sign Review Levels

**Community Development
630 Garden Street
Santa Barbara, Ca 93101**

Phone: (805) 564-5470

THE FOLLOWING ADDITIONAL INFORMATION AND GUIDELINES ARE AVAILABLE:

Sign Committee:

- Sign Ordinance
- Sign Pamphlet
- Sign Review Guidelines
- Sign Submittal Checklist

Architectural Board of Review:

- Airport Design Guidelines
- *Architectural Board of Review Guidelines
- Architectural Board of Review Ordinance
- *Haley-Milpas Design Manual
- *Upper State Street Area Design Guidelines

Historic Landmarks Committee:

- *Guidelines - El Pueblo Viejo District
- Historic Landmarks Committee Ordinance
- Rules and Procedures
- State Street Landscaping Guidelines

Both Architectural Board of Review and Historic Landmarks Committee:

- Design Review Requirements for Single Family and One-story Duplex Projects (*N.P.O. Checklist*)
- Landscape Design Standards for Water Conservation
- Landscape and Irrigation Summary Table
- Questions and Answers regarding Landscape Design Standards for Water Conservation
- Questions and Answers regarding Mailed Noticing for Design Review Hearings ABR & HLC
- *Single Family Residence Design Guidelines
- *Urban Design Guidelines
- Water Efficient Landscaping List of Free Materials
- Waterfront Area Design Guidelines

*** *These items require a fee.***



City of Santa Barbara

FROM APPLICATION TO BUILDING PERMIT

- I. A complete sign application is filed at the Planning and Zoning Counter.
- II. Staff determines the appropriate level of review for the submittal. Either Conforming Sign Review or review by the Full Committee.
- III. If review by the full Committee is required, the meeting will proceed as follows:
 - A. The Chair will introduce the item address and business name.
 - B. The applicant will present the proposed signage to the Committee.
 1. Should include what is currently at the site. Note any signs that will remain.
 2. Identify each proposed sign and location.
 - C. Additional information from Staff (if needed).
 - D. Questions and comments by the Committee.
 - E. Committee consideration of Findings and Conditions of Approval.
 - F. Motion, discussion of motion, action and vote by the Committee.
- IV. Any action taken by the Sign Committee may be appealed to either the ABR or HLC according to the appropriate jurisdiction. A Sign Committee appeal must be filed with the Community Development staff at 630 Garden Street within ten (10) calendar days of the meeting at which the Sign Committee took action or rendered its decision. The appeal must be in writing and include the reason for the appeal, and requires a filing fee of \$105.00. When a Sign appeal is heard by the ABR or HLC that action or decision may also be appealed to City Council by using the same procedures for appealing an ABR or HLC decision.
- V. All sign approved by the Sign Committee require a building permit. The applicant is responsible for obtaining a Building Permit¹ from the Building and Safety Division and meeting the Sign Committee Conditions of Approval.
 - A. **Permit Issuance Requirements:**
 - ☐ All signs approved by the Sign Committee require a building permit. Sign permits shall be issued by the Building & Safety Division of the Community Development Department for signs and related hardware that have been approved by the Sign Committee. Electrical signs, signs that require footings, and signs that weigh over 100 lbs. shall be reviewed by a plans examiner or building inspector; **and**
 - ☐ All signs and their related hardware, including: footings, brackets, fasteners, wiring, fixtures, components, and appendages shall be installed by an appropriately licensed California contractor.² *Note: Proof of insurance, and property owner authorization may also be required.*

Exception: The Building Official may approve the removal and replacement of signs by other qualified persons provided the sign has an existing bracket, or is mounted flat against a wall, the sign itself does not weigh more than 10 lbs., is not more than 6 ft. above grade, or is painted on an existing surface.

¹ Must be issued to an appropriately Licensed California Contractor with a valid City of Santa Barbara Business License.

² Sign painting contractor D42

Electrical sign contractor C45

A General Contractor may install signage providing such contractor is performing other unrelated work on the same site.

B. Conditions of Approval applied to all Sign applications:

After receiving Sign Committee approval you may pick up two (2) sets of stamped plans from the Planning and Zoning counter the day following approval for the applicant to apply for a building permit. This document is provided to serve as a guide to the process for obtaining a Sign Permit. The following conditions apply to all signs approved by the Sign Committee:

- ☐ The applicant is responsible for obtaining a Building Permit from the Building and Safety Division prior to the installation of any approved sign. The final inspection date will be automatically scheduled within 30 days. Note: Sign approvals expire six (6) months from the approval date if no inspection is performed.
- ☐ The Sign Committee approval is granted for a specific tenant at a specified location as described on the application.
- ☐ All signs shall be installed, located, constructed, and maintained as shown on the submitted approved plans.
- ☐ The Sign Committee shall approve materials and colors to be used. All materials shall be specified on the plans and color samples provided to Staff. Any deviation from the approved materials and colors will require explicit approval of the Sign Committee.
- ☐ If the approved sign(s) is/are not installed and a building permit is not obtained within six (6) months from the date of approval the approval automatically expires and will become null and void. However, if the proposed plans, materials, and adjacent areas remain unchanged, the Community Development Director or an authorized representative may grant one additional six-month extension of time for the installation of the sign(s) approved.



City of Santa Barbara

SIGN COMMITTEE (SC) SIGN PROCESS

STEP 1: APPLICATION

Submit Master Application & other Required Information

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STEP 2: STAFF REVIEW FOR:

- Completeness
- Compliance with Zoning & other City Requirements
- Level of Design Review

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STEP 3A: CONFORMING SIGN REVIEW

- 1 - Conforming Sign Review
- 2 - Final Review
- 3 - Decision Ratified by Full Committee

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STEP 3B: FULL COMMITTEE REVIEW

- 1 - Conceptual Review
- 2 - Complete other Discretionary Review (If Required)
- 3 - Final Review

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STEP 4: APPEALS

If an SC Decision is Appealed – ABR/HLC Hearing Held

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STEP 5: BUILDING PERMIT

If Approved, Submit Master Application and 2 Sets of Final Approved/Stamped Plans and samples to Building & Safety

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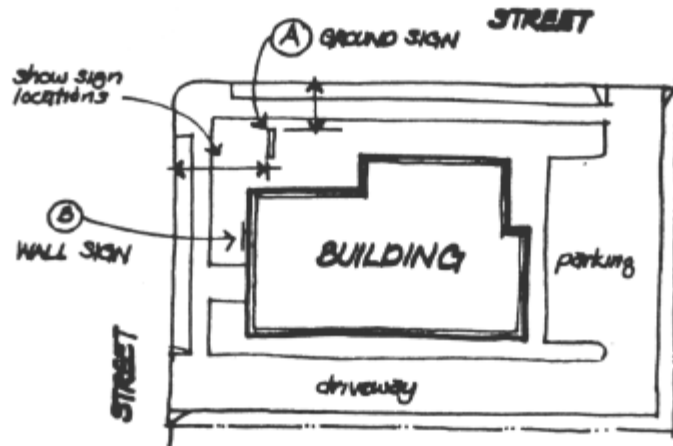
Sign Application Submittal Checklist

ALL ITEMS ARE REQUIRED FOR SIGN COMMITTEE/CONFORMING SIGN REVIEW

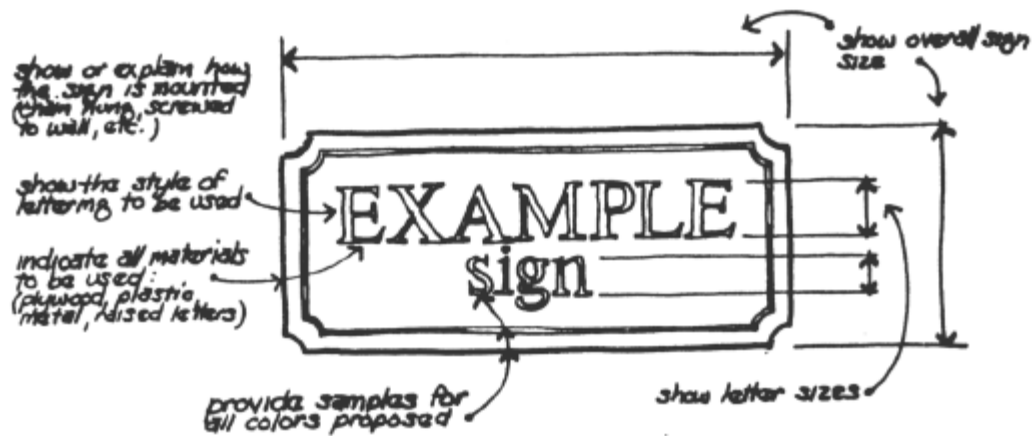
- ☐ 1. **MASTER APPLICATION** * to be completed by Applicant, signed by the property owner and submitted with fee in person to 630 Garden Street or mailed to: City of Santa Barbara/Planning Division, P.O. Box 1990, Santa Barbara, CA 93102-1990. An appropriately licensed California Contractor will be required to obtain a building permit prior to sign application approval.
- ☐ 2. **SIGN APPLICATION PROJECT STATISTICS FORM** to be filled out completely as it pertains to the leasehold space or subject property.
- ☐ 3. **EL PUEBLO VIEJO DISTRICT (EPV) DESIGN CONFORMANCE** (Required for all signs in EPV)
- ☐ 4. **2 SETS OF PHOTOGRAPHS:**
Mounted on 8-1/2" x 11" lightweight cardboard paper:
 - ☐ a. Photographs to adequately describe the site with all "signed" sides included and coded "a.", "b.", "c.", etc., to match indicated location on site plan.
 - ☐ b. Photographs of all existing signs on site and those to remain.
 - ☐ c. Photographs of adjacent buildings and their signs.
 - ☐ d. Photographs of sites across the street showing the neighborhood character.
 - ☐ e. Polaroid photographs will not be accepted.
- ☐ 5. **SCALE DRAWINGS** (2 sets required, see reverse side for examples):
Must be drawn and labeled with one of the following scales: 1/8", 1/4", 1/2" or 1" = 1 foot
 - ☐ a. Site plan (1"=20' is acceptable) with locations of existing and proposed signs.
 - ☐ b. Show length of building street frontage in linear feet at the main entrance.
 - ☐ c. Proposed signs with:
 - ☐ exterior dimensions, letter heights, thickness, specific type faces or fonts, and area in square feet;
 - ☐ color rendering of signs;
 - ☐ specific bracket designs (if proposed).
 - ☐ all electrical signs labeled by an approved testing laboratory.
 - ☐ method of attachment for hangings signs and wall signs and weight of signs indicated.
 - ☐ d. Ground sign applications shall be submitted with foundation details; and
 - ☐ e. Building elevation or portion thereof showing location of signs in 1/4" scale.
- ☐ 6. **COLORS AND MATERIAL SAMPLES** (2 Sets):
 - ☐ a. On 8-1/2" x 11" lightweight cardboard, list manufacturer's name, color code number and attach samples.
 - ☐ b. On 8-1/2" x 11" lightweight cardboard, list both existing and/or proposed signs and materials.
- ☐ 7. **LIGHTING:**
 - ☐ a. Show any existing and/or proposed lighting, its location and intensity.
 - ☐ b. Submit product literature from the manufacturer for any new light fixtures to be used.
- ☐ 8. **LANDSCAPING:**
When planting is proposed or required show a specific landscape plan with existing and proposed plant material, size and location. Give common names.
- ☐ 9. **FILING FEE** (based on square footage of all new signs)
Contact the Planning & Zoning Counter at (805) 564-5578 for current fee information.
- ☐ 10. **BUILDING PERMIT**
After receiving final approval for a sign, the applicant is responsible for having a licensed contractor **obtain a building permit (additional fee), install the sign**, and call for a building inspection with Building & Safety Staff **within six (6) months**. **Sign Committee/Conforming Sign approvals are not valid unless** a building permit is issued and an inspection has been completed. Please contact the Building Division at (805) 564-5485 for questions regarding permit issuance.

* **NOTE:** All businesses/vending machines must have a valid business license/vending permit. Please contact the City of Santa Barbara Finance Department, Business License office at (805) 564-5341 for further information regarding necessary applications and fees.

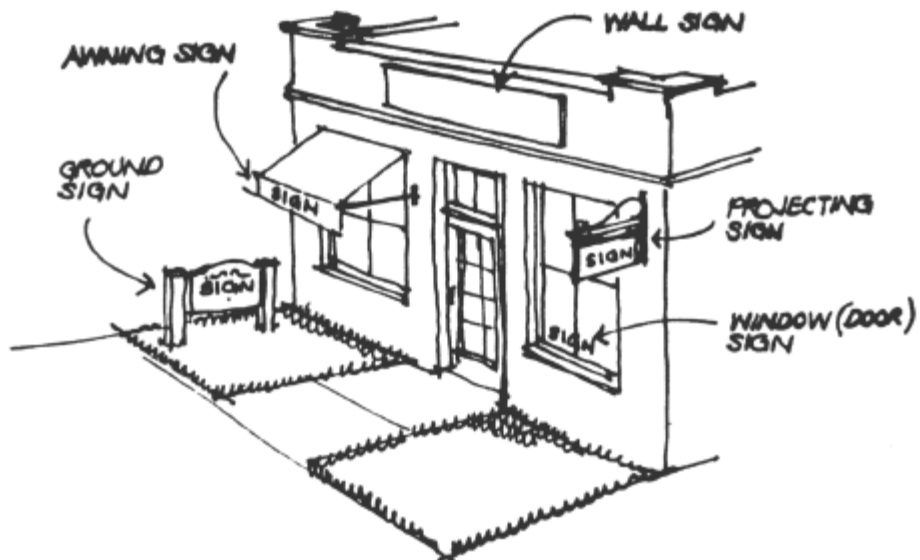
SITE PLAN



SCALE DRAWING(S) OF PROPOSED SIGN(S)



TYPES OF SIGNS & ELEVATIONS



SIGN APPLICATION PROJECT STATISTICS

PROJECT ADDRESS: _____ EL PUEBLO VIEJO DISTRICT? ☐ Yes ☐ No

BUSINESS NAME TO APPEAR ON SIGNS: _____

APPLICATION FOR: (Check all that apply)

- ☐ New sign(s) ☐ Removal & replacement of existing sign(s), including face change(s)
☐ New sign program for multi-tenant complex ☐ Move existing sign(s) to a different address or location
☐ Other (describe) _____

EXISTING CONDITIONS:

Number of tenant/units in building: _____ Floor level occupied by applicant? _____

Building street frontage at main point of entry for business: _____ feet. Allowed sign area: _____ sq. ft.

Does a Sign Program exist for the building or complex? ☐ Yes ☐ No ☐ Proposed

EXISTING SIGNS ON SITE:

List each sign existing on site for the building or leasehold space:

	Type	Size (dimensions)	Area	
1.				<input type="checkbox"/> To remain unaltered
2.				<input type="checkbox"/> To remain unaltered
3.				<input type="checkbox"/> To remain unaltered
4.				<input type="checkbox"/> To remain unaltered
5.				<input type="checkbox"/> To remain unaltered

Total existing sign area to remain unaltered: _____

PROPOSED NEW SIGNS:

	Type & Material	Size (dimensions)	Max Letter Height (in.)	Area (sq. ft.)
A.				
B.				
C.				
D.				
E.				

Total proposed sign area: _____

PROPOSED PROJECT:

Total existing sign area to remain: _____

New sign area proposed: _____

Total proposed for site (existing plus new): _____

Is the total proposed for the site under the allowable for this location? ☐ Yes ☐ No

Exception(s) requested? (If yes, provide letter and related fees. The letter should justify why the committee can make all three findings as stated in section SBMC§22.70.070 (B) of the City's Sign Regulations. ☐ Yes ☐ No

SIGN TYPES:

- WALL:** A sign affixed or painted directly on an exterior wall or solid fence, the principal face of which is parallel to the wall or fence.
- HANGING:** A sign attached to and located below any eave, roof, canopy, awning or bracket.
- WINDOW:** Any sign printed, attached, glued or affixed to or behind a window or within four (4) feet of the inside, designed to be viewed by the public from streets, malls or parking lots.
- PROJECTING:** A sign which projects from and is supported by a wall of a building, with the display surface of the sign perpendicular to the building wall. Also called a blade sign.
- AWNING:** Any sign or graphic attached to or painted on an awning or awning canopy.
- GROUND:** Any sign which is supported by one or more uprights or braces on the ground, not to exceed six (6) feet in height above grade measured at the adjacent right-of-way.

LETTER HEIGHT

If the project is in the El Pueblo Viejo (EPV) Landmark District, the maximum letter height is 10". No plastics or plex-faced signs nor internally illuminated signs are allowed. If the project is not in EPV, the maximum letter height is 12". Any sign with letter height in excess of these limits will require an exception.

ALLOWED SIGN AREA

Commercial building with three or less tenants:

Allowed sign area equals linear street frontage at the main entrance on a 1:1 ratio up to a maximum limit as follows.

- 100 feet or less frontage: 65 square foot maximum sign area
- More than 100 feet of frontage: ratio is ¾:1 with maximum allowed sign area of 90 square feet

Any project requesting more sign area than that allowed will require an exception.

Commercial building with four or more tenants:

Allowed sign area is equal to one half (½) the linear frontage of the leasehold width at the main entrance. A tenant occupying a space which is not on the ground floor also is allowed ½ the leasehold width in area.

If the building or complex maintains a group identity, a sign program will be required to apply to all tenants.

Please see the Sign Ordinance (SBMC §22.70) and the Sign Committee Sign Review Guidelines for more information.



El Pueblo Viejo (EPV)

Design Conformance Questionnaire

Please complete the questionnaire below to demonstrate how the proposed design of the sign(s) conforms with the Sign Design Guidelines and Ordinance specific to El Pueblo Viejo Landmark District.

- a. Explain how the proposed sign is appropriate to the Hispanic architectural tradition of Santa Barbara and traditional sign design.

- b. How is lighting for the proposed sign decorative and historical in character? Or is the lighting hidden from view?

- ❖ Provide Manufacturer's cut sheet for all fixtures.
 - ❖ Proposed lighting must be in a traditional Hispanic style. Indicate the lighting intensity (i.e. wattage) _____
 - ❖ Is there proposed lighting to be screened by landscaping? ☐ Yes ☐ no
- If yes, Landscaping in EPV must conform to the EPV Guidelines List of Preferred Plants and a landscape plan must be submitted. List conforming plant names: _____*
- c. Indicate the proposed font (lettering) style and pitch. Describe how the proposed logo and lettering are Spanish style.

- d. Are symbols or three-dimensional forms proposed? _____
- e. Describe how Spanish terminology or the uses of 16th to 19th century graphic modes are used in the proposal? _____

- f. Specify the type of material proposed and how it conforms to the materials as specified in El Pueblo Viejo District guidelines and/or ordinance. _____

- g. Is tile or stone to be used in flush mounted signs? Indicate Manufacture's name, style, and color: _____

- h. Indicate the type of EPV appropriate metal bracket material to be used, i.e. wrought iron is acceptable, aluminum is not acceptable. _____
- i. How has the proposal used an inventive representation of the use, name or logo on the structure, which complies with El Pueblo Viejo District Guideline Standards? _____

EXPLANATION OF THE DIFFERENT LEVELS OF SIGN COMMITTEE REVIEW

- **CONCEPT** - This is the first level of plan review for a project at full Committee. Applicants are encouraged to come in with sketches and/or very conceptual drawings. The Committee usually gives comments to guide the applicant on the design of the project so that it can advance to the next level of review, which is preliminary. The Committee may give a final approval if sufficient information has been given and no other discretionary review is required.
- **FINAL** - This is the second level of plan review for a project at full Committee. If the completed working drawings for the project meet all of the conditions set at the preliminary level and the plan details are provided, such as color samples, roof materials, window details, door hardware and exterior lighting fixtures, then final approval may be granted. Final plans will be approved if they are in substantial conformance with the plans given preliminary approval.
- **REVIEW AFTER FINAL** - This is the third level of plan review at full Committee available for projects that have been given final approval. Review After Final occurs when there is a proposed change to a project after final approval has been granted. An applicant must submit a supplemental application along with revised plans and appropriate fees.
- **CONFORMING SIGNS** - This level is primarily for minor changes to existing signs, such as minor wording, name, color, and/or face changes which do not affect the character or location of a sign; signs for a commercial or industrial complex where a previously approved sign program is in effect and the proposed sign conforms to the program; thirty-day extension of temporary signage; conceptually approved signs, if all Committee conditions are met; and awning signs. Sign applications, which do not meet these specific criteria, may be referred by the Chair, Vice-Chair, or their designated alternate for Conforming Sign Review, if deemed appropriate. In addition, the full Sign Committee may also direct some projects or portions of projects to the Conforming Sign Review for approval.